

BIG MOTOR SHOW MAY SET RECORD

Exhibitors Report Unusually
Keen Interest Is Being
Manifested by Public.

The opening of the Nineteenth Annual Automobile Show in New York Saturday night demonstrated beyond the shadow of a doubt the wisdom the New York dealers displayed in deciding to hold the show this year under their own auspices.

The crowds that visited the Sixty-ninth Regiment Armory and the Madison Square Garden, the two huge buildings which it was found necessary to engage before the show opened, as they foretold that what many of the most noted men in the industry have predicted—a shortage of cars—is not a phantom born of "selling talk" but is based on fact.

The splendid decorative effects aroused many delighted comments. Everything points to a record success for this big doubleheader show. Exaggerated claims only are on display this week. Next week, in the same buildings, trucks and commercial cars will be exhibited.

One ticket admits to both buildings. Even in its palatial days of automobile shows some years ago, the Garden never appeared so wonderful as at present.

The big social event of show week will take place to-night when the banquet of welcome is tendered to Capt. E. V. Rick- enbacker in the Waldorf-Astoria. Secretary of War Baker, Major Gen. Kenly and Representative Ireland of Ohio, tomorrow, will be the speakers. About 1,000 guests will be present.

To-day is Army and Navy Day at the show. Many prominent officers in the service have been invited. To-morrow is to be Dealers Day.

NASH WAR RECORD HONOR TO INDUSTRY

Company Head Directed Air-
craft Production and Plant
Made Quads.

C. W. Nash was in charge of engineering and production of aircraft. The war taught the American people many things they did not know about themselves. It taught them how much they loved their country way down inside. It taught them how much they could do and how ready they could get along without some of the things they con-



C. W. NASH,
General Sales Manager.

sidered necessities when their flag was in danger.

American business may well be proud of the part it played in winning the war, and among the industries at the very top of the list of those which helped is the automobile business. Unquestionably all manufacturers of motor cars did their best—no did other manufacturers with hardly an exception. The part played by the Nash Motors Company of Kenosha added no small quota to the stupendous amount of war work done by this third largest industry in America.

The huge Nash plant at Kenosha turned out more trucks during the period of the war for military purposes than were produced by any other one maker, not to mention the Nash passenger cars supplied the Navy and Marine Corps.

In fact, long before the United States entered the war Nash Quads were carrying on up and down the western front to use by two different armies of the Allies.

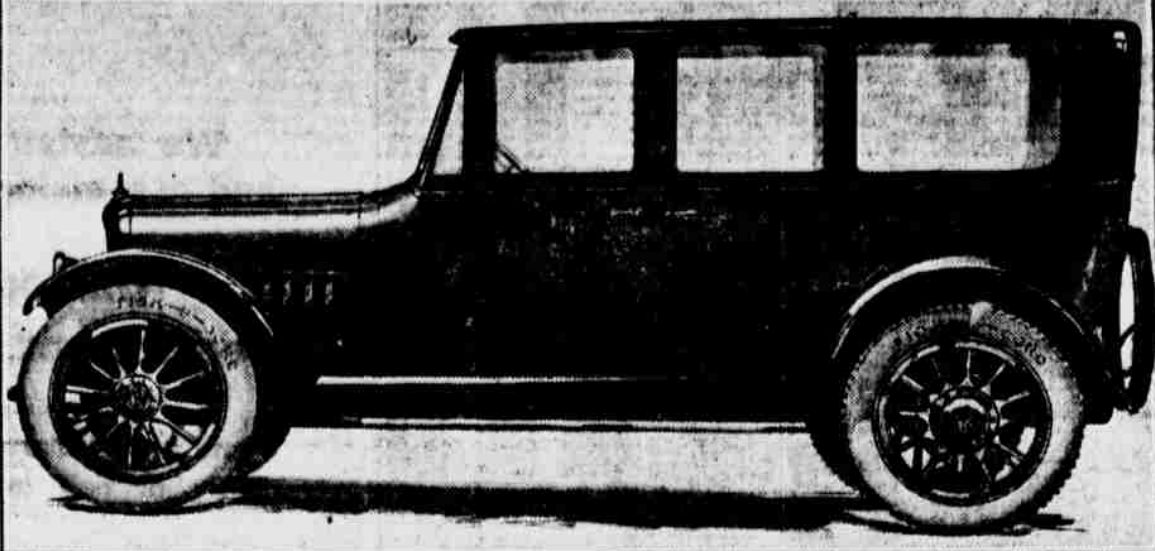
In all kinds of weather, over the poorest of muddy roads, across trackless miles of shell torn fields, loaded with everything from soldiers and "chow" to heavy munitions, or pulling behind them huge guns, these quads were doing their part.

Finally, when Uncle Sam lost his patience, rolled up his sleeves and waded in, the Nash Quad was with him. Immediately the entire plant was placed at the disposal of the War Department—more than one hundred acres, 4,000 trained motor car builders, the engineering staff—the entire force was at the



Latest Dodge Touring Car.

Willys-Knight Sedan, a Delight to Its Owners



OLDSMOBILE AGENT DOES BIG BUSINESS

Four Buildings Here Required
by the Cutting-Larson
Company.

Probably no single distributor of automobiles covering a specified territory, does as large a business as the Cutting-Larson Company, Eastern distributors for Oldsmobile cars and commercial vehicles and master trucks.

Established on New York's Automobile Row since 1905, this company, from a comparatively small beginning, has grown steadily to its present size. Its territory includes, in addition to the metropolitan district, the States of New York, Connecticut, New Jersey, Eastern Pennsylvania, Delaware, Maryland, Virginia.

A consistent exhibitor at all the annual New York automobile shows, its property has been due in no small measure to the results directly obtained at these exhibitions. According to C. H. Larson, president of the concern, some of the most successful agency contracts, as well as retail sales, were consummated at the shows of the past thirteen years.

Has Exhibit in the Garden.
The Cutting-Larson passenger car display at this year's show is in Madison Square Garden, Main Arena, at the Fourth Avenue end of the building. During the second week of the show the Oldsmobile and Master Trucks will be exhibited in both the Garden and Sixty-ninth Regiment Armory.

It requires four buildings in New York City to take care of the sales and service customers of the Cutting-Larson Company. This does not include Brooklyn. Most of the space in the West River, fourth street building is required for Oldsmobile passenger cars and three-quarters to one ton trucks and Master Trucks, while the fourth section is devoted to the Cutting-Larson special body department, where other makes of chassis as well as Oldsmobile are fitted with custom-made bodies.

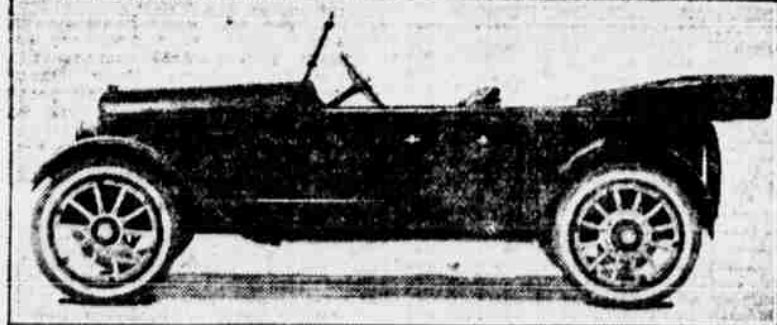
These buildings do not include the paint shops, where cars and bodies are painted, the shops being located in various parts of the city. Such an enormous painting business is carried on that it is too large for any one concern of specialists to handle.

Third main quarters of the Cutting-Larson Company are in 195 to 123 West Sixty-fourth street. There is a salesroom at 1806 Broadway, a building at 225 and 227 West Fifty-eighth street and a storage warehouse in The Bronx for new cars coming from the factory. All told, the company in New York occupies nearly three-quarters of a million square feet of floor space.

Makes Beautiful Special Bodies.

Throughout the country the Cutting-Larson Company has a reputation for the beautiful special bodies it turns out, and many of its customers are from far distant cities. It is not unusual for a customer to drive his car several hundred miles to New York or to ship it by freight to have it equipped with one of this company's bodies sooner than to trust it to a concern nearer to his home.

The Elgin Six "Victory Scout."



This snappy sport type car seats four and is of 118 inch wheelbase. Its price is \$1405 f. o. b. factory.

request of the Government closed his desk in Kenosha at the time of the reorganization of the aircraft board and took charge of engineering and production of aircraft from then until the signing of the armistice on November 11.

When it comes to employees actually in the military service of the country Nash Motors again ranks high. Five hundred and sixty-two men from the factory at Kenosha were in the various military forces during the war. Of these eight were commissioned officers and 554 were enlisted men.

Next, and most important, C. W. Nash, president of the Nash Motors Company, one of the leaders in quantity of production in the United States, at the urgent

REFINEMENT IN DESIGN.

This Is One of the Essex Features.

This year more than ever before the motor car public is paying greater attention to the quality and design of automobiles they purchase.

"It was to meet this demand for a car combining at minimum cost the exclusive features of comfort, safety, luxury and beauty which have heretofore been the exclusive attributes of high priced cars with the further advantages of light weight, ease of control and minimum depreciation, that the Essex was built," said Harry S. Houghton at the show.

"The Essex was designed by some of the most notable engineers in America and it is built in the Hudson factory. The motor, although it is only twenty-nine inches long, develops more than fifty horsepower and provides plenty of

power for hills and acceleration. It is simple in design and light in weight. The crank shaft is heavy enough to eliminate vibration. The intake valve is at the top of the cylinder and exhaust valves at the side.

LONG TRIP ECONOMICAL.
Haynes Light Six Averages 16 Miles to the Gallon.

An average of sixteen miles to the gallon of gasoline with the Haynes Light Six was the recent accomplishment of J. S. Bell of Bellwood, Neb., on a 2,115 mile trip from Nebraska to Long Beach, Cal. For more than a thousand miles of the journey, too, a half ton trailer made up part of the traveling equipment.

The tour was not made with any idea of comparing the achievements of the Haynes with any other car, but it is interesting to note the gasoline consumption of a six cylinder car of another make which left Bellwood at the same time as Mr. Bell, bound for the same destination over a shorter route. It used forty more gallons of gasoline, making an average of only eleven miles to the gallon.

THE SOUTH EAGER FOR CARS.
Down South motor cars sell fast—winter or summer. Last year when the North was still fighting the battle of the car, the South was taking orders for cars in one of the best of times—not to build in storage but to fill orders already booked.

At the Automobile Show (69th Regiment Armory) SEE

Hupmobile

Also at our Salesrooms Broadway at 62nd Street

REVIVAL OF MOTOR RACING AT HAND

Hudson Motor Car Company
Will Rest on Its Laurels,
However.

Auto racing, checked by the war, seems assured of revival early next summer. Many European manufacturers in an effort to regain their position in the American market already are planning racing campaigns on the speedways in the United States.

Most of the American cars, probably, will be entered by the speedways themselves or by private owners, as it is known that the big factories this year will devote their entire attention to meeting the public demand for cars.

The Hudson Motor Car Company, whose superluxes created such a sensation in 1916 and 1917, setting new records at Chicago, Cincinnati, Omaha, Tacoma and Minneapolis, is known to believe that it has accomplished all it set out to do when it proved the endurance of its cars.

"It is probable that Hudson will rest on its laurels for the present," said Harry S. Houghton, New York distributor of the Hudson and Essex cars, to-day. "The speedway records it made still stand, while the transcontinental records held by the superluxes have never been equalled."

The Hudson cars have amply proved their supreme endurance, reliability and speed, not only in racing but in the hands of more than 50,000 owners, so there are, at present, no more worlds to conquer.

Standard

SEDAN
MODEL

What You See—

You see a car of beautiful, straight lines, 2½ inches lower than last year's model but with the same headroom.

A car of attractive and artistic style and luxuriously fitted with comforts and conveniences that invite you to step inside and enjoy them. Artistically and practically the new Standard 8 Sedan represents the newest and best ideas in motor-car design.

What You Know—

Your pleasure in the appearance of the Standard 8 will lead you to overlook the mechanical and structural features. You have confidence in the car because you know it is built by an immense organization. The Standard 8 is the product of the Standard Steel Car Co., Pittsburgh, Pa.—builders of world-famous railroad rolling stock.

Behind the Standard 8 are the immense resources, skill, and experience of the Standard Steel Car Company.

See the New Sedan at the Show, Space 58, Sixty-ninth Regiment Armory.

Standard Steel Car Co., Pittsburgh, Pa.

Taylor Motors Corporation, 1920 Broadway, at 64th Street

Telephone, Columbus 4648

E. Orange, N. J., F. C. HUFF MOTORS CO., 354 Central Ave.

White Plains, N. Y., TRI STATE COMPANY, 15 Court St.

Brooklyn, N. Y., DIUGUID BROTHERS, 1288 Bedford Ave.

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Poughkeepsie, N. Y., WRIGHT AUTO SERVICE CORP., 432 Main St.

Albany, N. Y., C. F. WEBER MFG. WORKS, 170 Central Avenue

OPTIMISM IS THE BUICK KEYNOTE

Arthur Newton Just Bubbles
With Enthusiasm Over the
1919 Prospects.

Arthur Newton, the former American and Olympic champion distance runner, is, as far as we know, the only automobile man on Broadway who viewed the late arrival of Dewey's parade from an automobile. Mr. Newton has been for twenty years a New York automobile retail sales manager. He has been with the New York Buick for ten years, while they have built up the largest retail motor car business in the world, and has the distinction of having direct charge of more retail car sales than any man in America.

Speaking of present conditions, Mr. Newton says: "The automobile dealers and salesmen of Broadway should preach optimism. It is optimism and think optimism. They should show by their every act that they believe in an immediate successful automobile season. We all feel and act that way at the Buick, with the result that we broke all previous Buick January sales and delivery records. We have never had as many live prospects in our salesroom in a winter month. Only the shortage of cars prevents us from doing as much business as we expected to do in April and May. We predict that two or three purchasers will be looking for every car that bears a good reputation that will reach Broadway during the spring months. Our advice to prospective purchasers who wish 1919 cars for spring and early summer use is to order their favorite car before the great surprise at the fact that it is possible as soon as the car arrives. There are no surplus stocks this year, and automobile factories, even in normal times, could not get back into production and supply a six months' demand in three months' time. Remember also the public has suffered from automobile starvation for almost a year."

OVERLAND MODEL
90 DELIGHTS ALL

Its Motor's Efficiency Due to
Years of Vast Experience
Behind It.

One of the greatest sources of satisfaction to the thousands of Overland Model 90 owners is its quiet, sweet running, powerful motor. Many a surprise at the fact that it is possible to build a power plant of this character, so saving with gasoline and so consistent in performance in a motor car which sells for such moderate price.

"There are two reasons for our ability to do this," declared John N. Willys to-day. "In the first place this motor has a long pedigree. What I mean by that is that more than 600,000 Overland Motors have been built and running year after year in every imaginable class of service."

"This means that all of the experience gained in building these motors is back of the motor one buys to-day in Model 90. For the motors to-day represent the highest development in performance, accessibility, in dependability of all those earlier motors that have built up Overland reputation all over the world."

We have had one standard in our entire manufacturing history—that is to build up an ever greater appreciation for our cars on the part of the public.

"Little by little, as the quality of gasoline has deteriorated, the efficiency of Overland motors has increased to offset it. Until now, with block cast cylinders and cylinder heads separately cast in one piece to permit more thorough machining; with large valve openings to insure quick, complete intake and exhaust; with intake passage within the cylinder casting to warm the vaporized gas, and with hot air attachment to more quickly and completely vaporize the gasoline the present low grades of fuel have no terrors for these Overland motors."

AN ACCURATE SPEEDOMETER.
Cadillac Records Speed and Distance From Front Wheel.

Operating from one of the front wheels, the Cadillac speedometer is accurate, because it takes no account of rear wheel slippage or rear tire oversize, due to the non-skid tread. The front wheel drive is in line with the law in many States which requires that taxicabs be equipped with a front wheel meter drive.

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New York Automobile Show
Space 16, Madison Square Garden
MARMONAUTOMOBILE CO. OF NEW YORK
62nd and Broadway
MARMON LONG ISLAND CO.
1000 Bedford Avenue, Brooklyn

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Beauty More Than Skin Deep

Goodrich makes Silvertown Cords the beauty tires—the Beau Brummel tires of smart automobiles.

Notice how their tasteful symmetry and finish set off the 1919 cars at the Automobile Show.

Yet "Quality First" in real road service rules the building of Silvertowns.

If one mile could be added to their service by making them ugly, Goodrich would make Silvertowns ugly as an old shoe.

However, since Silvertown's unique cable cord body has proved matchless mileage, Goodrich is proud to turn it forth a gracefully modeled work of art.

You get sure durability together with genteel individuality in the tires with the Twin Red Diamonds on the sidewall.

Buy Goodrich Tires from a Dealer

SILVERTOWN
CORD TIRES

"BEST IN THE
LONG RUN"

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